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N.B. Separate Appendices:

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1.0 INTRODUCTION

Appointment

1.1 Business Environments was appointed in December 2001 to:

- Prepare a healthcheck for Bedale, including definition of its hinterland
- Produce a vision statement, reflecting a ten year horizon for the area
- Produce an Action Plan, identifying issues, priorities and a portfolio of implementation projects.

1.2 The appointment was made by the Bedale Area Community Investment Prospectus Partnership Steering Group, with funding secured from Yorkshire Forward, Hambleton District Council, Bedale Town Council and Aiskew Parish Council.

Background

1.3 The work has been set within the framework of the Yorkshire and The Humber Market Towns Initiative (jointly promoted by the Countryside Agency and Yorkshire Forward): North Yorkshire County Council's Community Economic Development SRB6 delivery programme and the Countryside Agency's Vital Villages' Parish Plans Grant scheme.

The Bedale Area Community Investment Prospectus (CIP) Partnership has been established under the framework of North Yorkshire's Community Economic Development SRB6 delivery programme. Under the "Needs Assessment Areas" associated with the programme, the Bedale Area CIP is defined as encompassing five wards and thirteen parish councils, stretching to the boundaries of the adjoining Richmondshire and Harrogate district councils. The five wards included are Bedale, Leeming, Leeming Bar, Tanfield and Crakehall.

Bedale exhibits the characteristics of many northern market towns. It faces challenges arising from rural economy change, housing need and differing patterns of retailing and service support provision.

1.4 The Bedale Area CIP Partnership is the first public-private partnership in the area to review regeneration issues and has taken responsibility to oversee and move forward the development of the area's Action Plan. The partners represent the interests of a wide grouping of agencies, organisations and interested residents within the local community.

1.5 The Partnership comprises the following members:

- Hambleton District Council
- Bedale Town Council
- Aiskew Parish Council
- Bedale Chamber of Trade
- Bedale Hall Trust
- Yorkshire Rural Community Council
- Wensleydale Railway Company
- Bedale Junior Football Club
- Scout Association
- Hambleton Over Fifties
- Northallerton Voluntary Service Association
- Bedale Community Education
- Leeming Bar Industrial Estate Forum
- Local business and community representatives & voluntary organisations
- Hambleton and Richmond Carers Association
- Local residents
- Bedale High School
- Bedale Hinterland Parish Councils

Healthcheck

1.6 A health check of the Bedale area has been carried out in accordance with guidelines set out in the Market Towns Initiative Toolkit.

1.7 The purpose of the healthcheck is to help establish factual data and baseline positions, in order to inform the Action Plan. The healthcheck identifies issues affecting Bedale and its hinterland, to be incorporated into a range of regeneration activities and programmes.

1.8 The healthcheck worksheets comprise some 180 questions addressing all aspects affecting the local communities' quality of life. The worksheets incorporate a factual snapshot and four key topic areas relating to the environment; the economy; social and community issues; transport and accessibility. The detailed worksheets are within the Appendices document. A summary 'snapshot' is provided in Section 2 of this report. It should be noted that not all elements of the worksheets have been completed, as in some instances the data has not been available to the consultants.

1.9 The worksheets have then been evaluated in conjunction with the findings of the consultation process (see following), to form a vision for Bedale and its hinterland, setting out appropriate community objectives. An action plan has subsequently been produced to encompass the key issues and implementation projects. (See section 6 of this report).

Hinterland Definition

- 1.10 As part of the healthcheck process research has included the identification of the hinterland that looks to Bedale as the centre for its local services. At the core of this is the definition of the main retail catchment area for Bedale, but consideration also has to be given to other functions and facilities, for example education, health and leisure, including Bedale High School, and the local doctors and dental practitioners as these too serve a wider hinterland than just Bedale and Aiskew. For example the High School draws students from Masham, Newton le Willows and Hunton.
- 1.11 It is apparent that the relative proximity of Northallerton has a competing role in provision of some services to some communities outlying Bedale. It is also apparent that there are one or two aspects of services existing in Bedale, for example the swimming pool, that draw clientele from significantly further a field than the main hinterland – the pool is an attraction to tourists staying in Wensleydale.
- 1.12 However it is concluded that Bedale, as a market town and local services centre, performs this role for a hinterland that includes the town ward together with the four more rural wards of Leeming, Leeming Bar, Tanfield and Crakehall. Contiguous with these wards are some thirteen parish councils and parish meetings. Figure 1 denotes the hinterland area. The list of parish councils within the hinterland area is set out in Appendix 1.

Consultations

- 1.13 An extensive consultation process has formed part of the research programme from the outset. The process was built into the project timetable. Four of the parishes (Bedale, Aiskew, Scruton and Crakehall) have conducted comprehensive questionnaire survey programmes, issuing forms to every household (approximately 2,000). 408 completed responses were collated and analysed by Business Environments and the findings for each are annexed as Appendices 3-6 to this report. The questionnaire format reflected the “Vital Village” Parish Plans scheme.
- 1.14 A separate questionnaire was prepared by Business Environments and issued to all businesses on Leeming Bar Industrial Estate, the Bedale area’s main centre of employment outside of RAF Leeming. The responses are summarised in Appendix 7.
- 1.15 In addition local organisations and communities were consulted through a mix of telephone and face-to-face discussions. In order to maximise the opportunity for local community input, Business Environments, with the assistance of the CIP Partnership Steering Group, held two open days when the public were invited to provide comment on a range of topics and issues pertinent to Bedale and its hinterland.

1.16 The open days were held on Tuesday 19th February 2002 (market day) and Saturday 23rd February 2002 (to capitalise on the presence of commuter residents). Over 230 people attended in the course of the two days. Each was provided with a questionnaire, as were a number of other individuals and organisations who expressed interest but who were unable to attend. As a consequence well over 700 comments, opinions and suggestions have been received, collated and analysed. These have been reflected in the issues and action plan which follow, and are summarised in Appendix 8. At Appendix 9 we have included a list of all the consultees.

Action Plan

1.17 The Action Plan for the Bedale area has been developed along the lines of the Market Towns Initiative. It seeks to re-establish the market town of Bedale as;

- A comprehensive local services centre
- The focus of properly planned and co-ordinated public transport
- A place that capitalises on its character, heritage and environment
- A vibrant and sustainable community meeting the needs of a rural society.

2.0 HEALTHCHECK SNAPSHOT

- 2.1 Appendix 2 contains the detailed healthcheck questions and answers relating to the key topic areas of Environment; Economy; Social and Community; Transport and Accessibility. In this section of the report we provide a snapshot summary of the situation in Bedale, Aiskew and the associated hinterland, at the time this study was undertaken.

TOPIC AREA CRITERION	QUANTITATIVE FACT		DETAILS	SOURCE OF INFORMATION
	<i>Bedale</i>	<i>Hinterland</i>		
1. ENVIRONMENT				
National Park	0	0		
Area of Outstanding Natural Beauty	0	1	Nidderdale AONB is located within the Southern Borders of the West Tanfield Parish	Hambleton District Local Plan 1999
Heritage Coast	0	0		
Number of Conservation Areas	1	9	<p>Bedale is a Conservation Area. CAs in the Hinterland are:</p> <ul style="list-style-type: none"> • Burneston • Crakehall • Kirby Fleetham • Kirklington • Scruton • Snape • Thornton Watlass • Well • West Tanfield 	Consultation with Tony Robinson, HDC Conservation Area Partnership Scheme: Bedale document 1995
Number of RAMSAR sites	0	0		
Number of Special Protection Areas	0	0		
Number of Special Areas of Conservation	0	0		
Number of National Nature Reserves	0	0		
Number of Sites of Special Scientific Interest	0	1	<ul style="list-style-type: none"> • Snape Hill Quarry 	Hambleton District Local Plan 1999
Number of Sites of Importance for Nature Conservation	0	27	<ul style="list-style-type: none"> • Black Robin Beck • Firby Beck Fields • House Close Wood • Howgrave Wood • The Jetty • Kirklington Wood • Lime Lane, Nosterfield • Limekilns Farm • Little Mill Bank • Low Park Fields 	Hambleton District Council

			<ul style="list-style-type: none"> • Low Park House Track • Low Park Wood • Magdalen Wood • Masham Road Verge • Moor Lane, Kirklington • Park Plantation • Peter Wood • South Park Wood and adjacent grassland <ul style="list-style-type: none"> • Ings Lane, Crakehall • River Swale (Great Langton to Kiplin) • River Ure (Masham to Mickley) • Watlass Lane, Snape • Watlass Moor Lane Grassland • Nosterfield Quarry (North) • Nosterfield Quarry (South) • Nosterfield Limekilns • West Tanfield Quarries 	
Number of Listed Buildings	71	196		Tony Robinson Hambleton District Council
Scheduled Ancient Monuments	1	17	The Market Cross in Bedale is a SAM	Tony Robinson Hambleton District Council
Number of Footpaths		124	Information supplied does not differentiate between Bedale and its Hinterland.	Derek Blenkinsop NYCC PROW.
Number of Bridleways		15	“	“
Number of National Trails		0	“	“
Number of Cyclepaths		0	“	“

TOPIC AREA CRITERION	QUANTITATIVE FACT		DETAILS	SOURCE OF INFORMATION
	<i>Bedale</i>	<i>Hinterland</i>		
2. ECONOMY				
Number of Jobs	1400	2900	Employee Jobs as at September 1998 Bedale 1400 Crakehall 200 Leeming 1200 Leeming Bar 1300 Tanfield 200	National Statistics Website 2002
% employed by large employers			There are 4 large employers in the Bedale area: RAF Leeming – 250 local civilian jobs out of 2000 on base Vale of Mowbray – 200 employees Dalepak – 350 employees Richmond Ice Cream	RAF Leeming Community Relations/ Leeming Bar Industrial Estate Survey.
Jobs by Industrial Sector			A 10% sample was taken from 1991 Census Population, with the percentage of employees per sector as follows: Employees (%) Industry Sector Bedale Bedale & hinterland Agric./Forest./Fishing 6.4 12.8 Energy and Water 0.6 0.3 Mining 1.3	1991 Census of population

			0.3 Manufacturing metal 1.9 2.1 Other manufacturing 9.1 9.8 Construction 9.1 7.3 Distribution & Catering 23.4 19.3 Transport 3.2 24.3 Banking & Finance 6.5 7.0 Other Services 37.7 35.5	
% Employed in Hotels and Catering			Bedale and Hinterland combined is 18% of workforce. The figure is perhaps an over estimate as the figures include accommodation and food & drink	ONS & Hambleton District HDC Council STEAM Report 2000
Unemployment Rate	0.8%	1.1%		Claimant Count Series, ONS

% Unemployed over 6 months			Rates of unemployed over 6 months:	Claimant Count Series, ONS
			<p style="text-align: center;">% unemployed over 6 months</p> <p>Area</p> <p>Male</p> <p>Female</p> <p>Total</p> <p>Bedale</p> <p>36.4</p> <p>20.0</p> <p>31.3</p> <p>Crakehall</p> <p>28.6</p> <p>33.3</p> <p>30.8</p> <p>Leeming</p> <p>0</p> <p>0</p> <p>0</p> <p>Leeming Bar</p> <p>22.2</p> <p>0</p> <p>18.2</p> <p>Tanfield</p> <p>60.0</p> <p>0</p> <p>37.5</p> <p>Average for Bedale & hinterland</p> <p>29.4</p> <p>10.7</p>	

			23.6	
Jobs to Economically Active Residents Ratio	1:1.127	1:1.439	Bedale's economically active =1578 Bedales number of jobs = 1400 Hinterland economically active = 4173 Hinterland number of jobs = 2900	1991 Census Data
Professional Employees as a % of all economically active residents			38.6% of Bedale & hinterland were employed in professional and managerial jobs. <ul style="list-style-type: none"> • Bedale 14% • Leeming 14% • Crakehall 51.3% • Leeming Bar 55.5% • Tanfield 42.9% 	1991 Census data (10% LBS data)
Number of Job Centres	0	0		
Number of New Businesses Registered	3		Bedale (2000 – 2001): <ul style="list-style-type: none"> • Kirby's Bistro & Coffee Bar • Jake's Plaice Fish & Chips • Chambers Restaurant 	Survey
Members of Chambers of Trade/Commerce			The Chamber of Trade in Bedale has 40+ members. Not all traders are members.	Bedale Chamber of Trade

New Industrial Units Built			Leeming Bar Industrial Estate	Questionnaire responses
Average Rent for Industrial Premises			Annual Rents from £4-£5 per sq.ft. depending on size at Leeming Bar Industrial Estate	Hambleton Property Register
Rent for Prime Retail Unit			Recent reports suggest that town centre zone A rental values are £10-£15 per sq.ft.	Survey
Change in Rents				
New shops built in last three years	1		Nisa (Quality Fare) Supermarket	Survey
Weekly provision/general market	1		Bedale market is held on Tuesdays	
Number of comparison goods shops in the Town Centre	29		Comparison goods shops in Bedale : <ul style="list-style-type: none"> • 1 Men & boys wear • 2 Women, girls and children's wear • 6 Furniture, carpet & textiles • 1 Booksellers, arts etc • 2 Electrical, gas, music • 2 DIY, hardware & housewares • 3 China, glass and fancy wear • 1 Motor accessories • 3 Chemists, drugstores & optician • 2 Florists, nurserymen & seedsmen • 4 Toys, hobby, cycle & sports • 2 Antiques and second hand goods • 1 Charity shop 	Hambleton District Council Annual Survey 2001.
Number of Supermarkets over 1000sq m	1		Nisa (Quality Fare)	Survey
Number of other convenience goods shops in the Town Centre	11		Convenience goods shops within Bedale are: <ul style="list-style-type: none"> • 2 Bakers & Confectioners • 3 Butchers & Poulterers • 3 Confectioners, tobacconists & newsagents • 2 Supermarkets • 1 Fruit & vegetables 	Hambleton District Council Annual Survey 2001.
Number of vacant shops in the Town Centre	9		The number of vacant units in Bedale's CORE and TCCA in 2001 was 9 out of 93 units, representing a 9.7% vacancy rate	Bedale Town Centre Survey 2001
Number of vacant shops closed in last year	3	1	There was 0 vacancy rate between 2000 and 2001. During 2001-2002 3 shops on Emgate were converted to housing use. 1 at Kirklington.	Survey & Consultations

Residents with post school qualifications				
School leavers qualifications			<p>Bedale school leavers GCSE result level:</p> <p>Qualification Bedale High School (Local) Yorkshire & Humber (Regional) UK (National)</p> <p>GCSE 5+ A*-C 63% 43% 50%</p> <p>GCSE 5+ A*-G 96% 88% 89%</p> <p>No passes 2% 6% 6%</p>	DFES Website and National Statistics
Number of Primary Schools	1	10	<p>Primary Schools:</p> <ul style="list-style-type: none"> • Aiskew Leeming Bar C.E. • Bedale C.E. Primary • Crakehall C.E. • Leeming & Londonderry Community Primary School • Leeming R.A.F Community School • Thornton Watlass C.E. • Snape Community • West Tanfield St. Nicholas C.E. • Burneston C.E. • Hackforth & Hornby C.E. • Kirby Fleetham CE Primary 	North Yorkshire County Council Education Department
Number of Secondary Schools	1	0	Bedale has its own High School. But there is no sixth form provision.	Survey

Number and Type of Post 16 Education (VI Form of College, Technical College)	0	0		
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TOPIC AREA CRITERION	QUANTITATIVE FACT		DETAILS	SOURCE OF INFORMATION
	<i>Bedale</i>	<i>Hinterland</i>		
3. SOCIAL & COMMUNITY				
Rank in Indices of Deprivation	5635		Ward ranking out of 8414 Wards: Bedale 5635 Crakehall 6668 Leeming 7602 Leeming Bar 5749 Tanfield 4975	Indices of Deprivation
Number of Residents overtime 1981-1991	153	704	Bedale increase at 4.6% was double regional rate of 2.3%. Leeming increased by 20%. Overall Bedale & Hinterland saw 7.7% population growth between 1981-1991.	
Change in population since 1991	841	1421	The population of Bedale in 1991 was 3319 The population of Bedale in 1999 was estimated to be 4160 The population of Bedale and its hinterland in 1991 was 11129 The population of Bedale and its hinterland in 1999 was estimated to be 12550	Ward Population Estimates by Age (1999) produced by Policy Department, Environmental Services, NYCC
% of population over 60/65	26.4%	18.4% average	Bedale 60/65 age population represents 26.4% Crakehall 60/65 age population represents 20% Tanfield 60/65 age population represents 20.8% Leeming Bar 60/65 age population represents 21.7% Leeming 60/65 age population represents 3.1%	Ward Population Estimates by Age (1999) produced by Policy Development, Environmental Services NYCC National Statistics website
% of population under 16			16.9% of Bedale's population is aged 14 or under 16.2% of Crakehall's population is aged 14 or under 17.7% of Leeming Bar's population is aged 14 or under 19% of Tanfield's population is aged 14 or under	1991 Census Data (10% LBS data)

New homes built by tenure 1999 – 2002			31.4% of Leemings population is aged 14 or under 183 of which 15 are affordable homes	Scott Gibson, HDC Planning Policy
Households by tenure			Bedale Crakehall Leeming Bar Leeming Tanfield Owner Occupied 63.2% 65.5% 71.9% 38.3% 53.4% Local Auth. Rent 24.6% 8.4% 8.9% 4.5% 12.0% Housing Ass. Rent 0.4% 0.5% 0.3% 0.5% 1.2% Private Rent 6.5% 16.0% 7.3% 7.6% 21.6% Rent with Job/Business 4.9% 9.8% 11.3% 49.7% 11.8% Non Permanent 0.3% 0.2% 0 0.1% 0.2%	1991 Census Data

% of single person households			Percentage of single person households in Hambleton is 21.87%. 9.58% of these are single non-pensioners Figures for Bedale and its hinterland are not available.	Census Data 1991
% of households elderly people living alone	19.7%	10%	Bedale 19.7% Tanfield 14.5% Crakehall 12% Leeming Bar 8.7% Leeming 4.7%	1991 Census Data
% of housing stock lacking central heating	7.2%		Households with no central heating: <ul style="list-style-type: none"> ▪ Bedale 7.2% ▪ Crakehall 13.8% ▪ Leeming 5.8% ▪ Leeming Bar 9.3% ▪ Tanfield 23.2% 	Census Data 1991
Number of households on the local authority/housing authority waiting lists				Broadacres Housing Association
Average house price			Location Bedale Average Average for Bedale & Hinterland England & Wales Average Detached £144,244 (20)* £144,220 (239)* £180,307 (56,092) Semi-detached £88,572 (9) £82,969 (216) £102,865 (73,749)	Source: www.upmystreet.co.uk

			<p>Terraced £83,225 (11) £72,485 (302) £88,896 (83,136)</p> <p>Flat Too few sales £59,333 (48) £120,847 (36,927)</p> <p>All property types £114,938 (40) £96,697 (805) £118,258 (249,904)</p> <p>* Number of Sales (October to December 2001)</p>	
Change in average house price	19% increase (Oct 1998 – March 2002)		<p>Oct – Dec 1998 £ 85,500 Jan – March 2002 £101,727</p>	HM Land Registry. www.landreg.gov.uk

Recorded crime rates			Incidents of crime for the total of Hambleton:	Office for National Statistics www.statistics.gov.uk
			<p style="text-align: center;">Total in Hambleton % of all crimes</p> <p>Violence against persons 242 21.23</p> <p>Sexual offences 19 1.67</p> <p>Robbery 1 0.09</p> <p>Burglary from dwellings 251 22.02</p> <p>Theft of a motor vehicle 169 14.82</p> <p>Theft from a vehicle 458 40.18</p> <p>Total 1140 100</p>	
District and County Council Offices	2	0	NYCC Cleansing Services and Youth Enquiry Service located in Bedale	NYCC
Number of Police Stations	1	1	Bedale, Sub-Police Station Leeming, Sub-Police Station	Survey

Number of Magistrates Courts	0	0		
Number of Crown or Other Courts	0	0		
Registry Office	0	0		
Town Hall				
Citizens Advice Bureau or Community Legal Services Partnership	1	0	Part-time facility located in Bedale Hall	Survey
Number of Fire Stations	1	0	A voluntary manned station located behind Bedale Hall. A new station is due to be built	Consultation
Number of Ambulance Stations	0	0		
Number of swimming pools	1	0	Bedale High School	Survey
Number of sports halls	1	0	Bedale High School lets out its sports hall	Survey
Number of outdoor sports pitches	5	3	Bedale Athletic and Sports Association (BASA) provides facilities for football, tennis, cricket, table tennis and squash Bedale High School provides sports pitches for Bedale Junior FC Bedale Park Freemans Way Playing Field in Aiskew Cricket pitch at Crakehall Playing Field in Leeming Back Lane, West Tanfield	Community Leisure Directory – HDC Feb 2001
Number of Post Offices	1	8	Market Place Bedale Kirklington Kirby Fleetham West Tanfield Burneston Leeming Leeming Bar RAF Leeming Crakenhall	Survey
Number of health and fitness centre, squash courts etc.	2		BASA Bedale Leisure Centre	Community Leisure Directory – HDC Feb 2001
Number of Banks and Building Societies	5		Bedale Banks and Building Societies: <ul style="list-style-type: none"> • Barclays Bank, North End • HSBC, Market Place 	Survey

			<ul style="list-style-type: none"> • Natwest, Market Place • Skipton Building Society, North End • Barker Partnership (Newcastle Building Society), North End 	
Number of Solicitors	1		Eccles, Heddon & Co , South End	Survey
Number of Accountants	3		Accountants in Bedale: <ul style="list-style-type: none"> • George Chipp, Market Place • Barker Partnership, North End • K Easby Accountants, North End 	Survey
Number of Hospitals	0	0		
Number of Doctor's Practices/Doctors	1/6		Glebe House, Firby Road Bedale	Consultation
Number of Dental Practices/Dentists	1/4		Bedale Dental Practice, Sussex Street	Consultation
Number of Public Houses	6	17	Bedale's Public Houses: <ul style="list-style-type: none"> • The Old Black Swan, Market Place • White Bear, South End • Three Coopers, Emgate • Waggon & Horses Inn, Market Place • Kings Head Hotel, Market Place • Green Dragon Hotel, Market Place Hinterland Public Houses: <ul style="list-style-type: none"> • The Greyhound, Hackforth • The White Rose, Leeming Bar • The Bay Horse Inn, Crakehall • Fox & Hounds, Carthorpe • Mill Bank Arms, Well • Castle Arms Inn, Snape • Leeming Bar Hotel • The Black Horse Inn, Kirklington • Free Masons Arms, Nosterfield • Green Dragon Inn, Exelby • Woodman Inn & Restaurant, Burneston • Willow Tree Inn, Leeming 	www.yell.com

			<ul style="list-style-type: none"> • The Oak Leaf, RAF Leeming • The Bull Inn, West Tanfield • The Coore Arms, Scruton • The Bruce Arms, West Tanfield • The Buck Inn, Thornton Watlass 	
Number of Hotels	2	3	<p>Bedale: Kings Head Hotel, Market Place Green Dragon Hotel, Market Place</p> <p>Hinterland: The Lodge, Leeming Bar The Buck Inn, Thornton Watlass The White Rose Hotel, Leeming Bar</p>	Hambleton 2001 Accommodation Guide & Survey
Number of Hotel bedspaces		68	<p>Bed Spaces</p> <p>Hotel</p> <p>Single Double Twin Family</p> <p>The Lodge Leeming Bar 10 14 12 4</p> <p>The White Rose Hotel Leeming Bar 9 5 5 2</p>	Hambleton Accommodation Guide 2001

			The Buck Inn – Thornton Watless 1 3 2 1	
Number of bed and breakfast bedspaces	11	10	Bed Spaces B&B Single Double Twin Family Stabann -Bedale 0 2 0 0 Southfield 1 2 1 0	Hambleton Accommodation Guide 2001

			<p>Elmfield House – Bedale 0 4 3 2</p> <p>Aiinderby Myers Farm 1 1 1 0</p> <p>Little Holby – Leeming Bar 0 0 2 1</p>	
Number of restaurants and cafes	8	4	<p>Bedale's restaurants and cafes:</p> <ul style="list-style-type: none"> • Leeming Bar Motel • Mc Donalds, Leeming Bar • Londonderry Lodge Truck Stop • Little Bistro Burneston • Courtyard Restaurant, Market Place • Panettis Café & Bistro, North End • Halls Fish & Chips (café), South End • Kirby's Bistro & Coffee Bar, Market Place • Jake's Plaice Fish and Chips, North End • Chambers Restaurant, North End • Taste of India, Market Place • Farmhouse Bakery Tea Shop, Market Place 	Bedale survey of shops and other businesses 2001
Cinema	0	0		
Theatre	0	0		
Public Halls/Community Centres	5	10	<p>Facilities in Bedale:</p> <ul style="list-style-type: none"> • Bedale Hall 	Community Leisure Directory 2001

			<ul style="list-style-type: none"> • High School • Chantry Hall • Aiskew Methodist Church Hall • Dales Care Centre <p>Facilities in the hinterland:</p> <ul style="list-style-type: none"> • Coore Memorial Hall, Scruton • Crakehall Village Hall • Hackforth Village Hall • Kirby Fleetham Village Hall • Kirklington & Sutton Howgrave Village Hall • Leeming, Londonderry & Exelby Village Hall • Snape Village Institute • Thornton Watlass Village Hall • Well Village Institute • West Tanfield War Memorial Hall 	
Museums	1		<ul style="list-style-type: none"> • Museum housed in Bedale Hall 	Survey
Library	1	0	Bedale Hall	Survey
Art Gallery	0	0		

TOPIC AREA CRITERION	QUANTITATIVE FACT		DETAILS	SOURCE OF INFORMATION
	<i>Bedale</i>	<i>Hinterland</i>		
4. TRANSPORT & ACCESSIBILITY				
Number of Bus Stations	0	0		
Number of Train Stations	0	0		
Number of Coach Parks	0	0		
% of households without a car	26.3%	10.31%	Bedale 26.3% Crakehall 11.2% Leeming 5.8% Leeming Bar 11.6% Tanfield 15.1%	Census Data 1991
Location of short stay car parking spaces in the Town Centre			Bedale Market Place	Oscar Faber Draft Report on Car Parking Jan. 2002
Location and number of long stay car parking spaces in the Town Centre	185 – 189 8 disabled		<ol style="list-style-type: none"> 1. Cobbled parking area adjacent to Bedale Hall with 47-51 spaces and 2 disabled 2. Auction Mart car park on Bridge Street has 75 spaces and 2 disabled spaces 3. Bridge Street car park has 63 spaces and 4 disabled spaces 	Oscar Faber Draft Report on Car Parking Jan. 2002
Number of cycle paths	0	0		
Journey times by car and public transport to nearest large town	15 mins.	25 mins.	Travel time from Bedale to Northallerton is approximately 15 mins. Travel time from the southern extremity of the hinterland is approx. 25 mins.	Survey
Bus route services from villages to train stations	4	0	Bus routes stopping at Northallerton train station: <ul style="list-style-type: none"> ▪ Northallerton – Bedale ▪ Richmond – Bedale – Northallerton ▪ Northallerton – Bedale – Leyburn – Hawes ▪ Northallerton – Bedale – Leyburn – Hawes - Gayle 	Transport Times for Hambleton District from September 2001 NYCC Passenger Group
Bus routes/services serving the town	7		Bus routes serving Bedale: <ul style="list-style-type: none"> • Northallerton – Bedale 	Transport Times for Hambleton District from September 2001

			<ul style="list-style-type: none"> • Richmond – Bedale – Northallerton • Northallerton – Bedale – Masham • Northallerton – Bedale – Leyburn – Hawes • Bedale – Masham – Thornton Steward – Leyburn • Bedale – Burneston – Kirklington – Melmerby – Ripon • Northallerton – Bedale – Leyburn – Hawes - Gayle 	NYCC Passenger Group
Number of disabled car parking spaces in the Town Centre	8			Oscar Faber Draft Report on Car Parking Jan. 2002

3.0 VISION STATEMENT

- 3.1 The healthcheck research and associated consultation process has enabled the CIP Partnership and its consultants to identify a range of issues affecting Bedale, Aiskew and the rural Hinterland.
- 3.2 Notwithstanding that the area largely has good communications; is seen as an attractive living environment with good quality of life on the edge of the Yorkshire Dales, and has a relatively stable economic base (in part reflected by one of the country's lowest unemployment rate), there are problems which need to be addressed by the CIP Partnership.
- 3.3 Bedale's traditional market town character is under threat. The weekly market, the amount of occupied retail floor-space and tourism, in terms of visitor numbers, are all in decline. The recent foot and mouth crisis has impacted tourism and the wider rural economy. The agricultural economy has been in decline for a longer period due to low commodity prices. Population growth over the past decade has been fuelled by commuter-occupied housing developments. This has put local services and amenities under strain, as well as impacting on the affordability of houses for local people.
- 3.4 Local employment is dominated by the food processing industry – traditionally a low wage sector – and the lack of local labour resources means companies are dependant upon high levels of in-commuting from Darlington and Teesside. In the long-term this is unsustainable. The spectrum of local employment opportunities is limited and outside of the Leeming Bar Industrial Estate and RAF Leeming, employment locations are extremely small.
- 3.5 Transport related issues do exist, with many being associated with traffic congestion and pedestrian safety problems in Bedale town centre, and a number of other locations within Aiskew and Bedale. Engaging youth and addressing their aspirations continues to be a challenge.
- 3.6 Whilst this is not an exhaustive list it does provide an indication of the challenges facing the Bedale area, which the action plan can seek to address.
- 3.7 The overall objective of the CIP Partnership is to promote and support the development and management of a more sustainable local economy and the social infrastructure that meets the aspirations of local communities within the Bedale area. The Partnership seeks to rejuvenate the role of Bedale as a local service centre and to support appropriate rural regeneration initiatives.

In order to achieve this the CIP Partnership aims to:

- Facilitate the regeneration of Bedale town centre through environmental improvements which benefit the wider community and boost the local economy
- Support local community initiatives to improve social and recreational provision, especially for the young

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- Support schemes, which will foster better communications between Bedale, Aiskew and the rural hinterland and improve the role of Bedale as a local service, employment and cultural centre
 - Support and develop the local economy through business initiatives such as infrastructure improvements and improved marketing
 - Support rural disadvantaged groups through the development of outreach services and other initiatives.

4.0 IDENTIFICATION OF KEY ISSUES

4.1 At the Bedale Area CIP Steering Group meeting held on 14 March 2002, Business Environments provided a verbal report on findings and issues from the consultation process. It was noted the report was only an interim one in that analysis of the 700 plus comments collated was still ongoing. Figure 2 summarises the key issues identified at the time and subsequently confirmed on completion of the analysis.

4.2 As a consequence of the discussions it was agreed to establish three focus groups reporting to the CIP Steering Group. These are:

- Transport, Access to Services & Community Safety Focus
- Youth Focus
- Tourism, Business, Employment, Retail & Town Centre Focus

4.3 In order to set a framework for the priorities and action plans of each group we have structured this issues report to reflect the individual groups areas of responsibility.

4.4 It should be noted these issues are drawn from the public consultation events and comments received at those events, and from subsequently completed questionnaires. We have also analysed the responses to questionnaires issued to businesses at Leeming Bar Industrial Estate; the content of individual meetings with agencies and organisations and the health check research.

Transport, Access To Services & Community Safety Issues

4.5 Although a recent study concluded that parking provision is generally adequate, some issues require addressing. On-street car parking is considered to be an issue. The disc parking system, which allows two hours free parking, is seen as a positive element but in the absence of enforcement there are problems with all day parking. Associated with this is the view that reorganising the parking in Market Place to be at an angle of 45 degrees instead of the present 90 degrees would make access and egress easier.

4.6 Whilst off street car park provision is considered to be sufficient, the pedestrian access routes to and from them, especially to the Market Place, are unfriendly, inadequately lit, and litter strewn.

4.7 There is no effective provision of coach parking. The current signed, "coach bay" adjacent to St Gregory's Church is not marked out and is frequently used by other vehicles for parking. Provision is limited and inadequate for a tourist destination location.

4.8 Bus services are generally perceived as good for such a rural area, with the service between Bedale and Northallerton considered to be particularly good. There is concern that some of the south west hinterland villages are not linked into any of the services. Linkages to other services

connecting to Darlington, Leeds, York are also underdeveloped. Services are less frequent during the evenings and weekend, limiting the mobility of some sectors of the community and their ability to join in with social, recreational or educational activities.

- 4.9 Bus movements around Bedale town centre are accepted as being appropriate in view of the road layout, but as there is only one central bus stop in the Market Place there is an issue surrounding the absence of any associated seating or shelter for waiting passengers.
- 4.10 The Rural Transport Partnership should take the lead to promote accessible and appropriate connecting services. Particular reference should be taken of early morning and evening services – particularly between Bedale and the Leeming Bar Industrial Estate. Improved timetable information, an extension of the Wheels 2 Work strategy, and improved connectivity for villages in the south west with Bedale should all be considered.
- 4.11 The proposed reintroduction of passenger rail services through Bedale is generally welcomed, although there is concern that tourist trade may not benefit Bedale - passengers beginning their journey at Leeming Bar are more likely to stay on for the longer ride into Wensleydale. Achieving the link through to Northallerton is seen as very important.
- 4.12 The centre of Bedale is adversely affected by through traffic especially commercial vehicles, for which the current road pattern is inadequately designed. The introduction of the proposed link road to a new A1 junction, which would bypass both Bedale and Aiskew, would solve this problem as well as easing congestion on the A684 through both communities.
- 4.13 Concern is expressed regarding the inadequate, for current traffic movement levels, of the access and egress slip roads associated with the A1 Leeming Bar junction. These are seen as suffering from geometric and short length problems.
- 4.14 The introduction of such a bypass raises concern about potential negative impact upon town centre trade but it is felt that there are sufficient precedents elsewhere, in Yorkshire and/or the UK, of bypassed market towns from which lessons can be learned.
- 4.15 Traffic congestion/ safety issues are associated with two key junctions, namely Bridge Street/ Sussex Street/ Market Place and Sussex Street/ Wycar/ Firby Road. There are vehicle movement and pedestrian crossing issues associated with both these junctions. The introduction of traffic lights at the former junction may provide a solution in aiding both vehicle movements and facilitating a safer crossing solution for pedestrians.
- 4.16 Indeed, investment is required across the town to alleviate safety concerns. Potential projects include:

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- Traffic lights and related pedestrian crossing at Bridge St/Sussex St/Market Place/South End
 - Pedestrian crossing on Market Place in the vicinity of Bedale Hall
 - Traffic management system at junction of Firby Rd/Sussex St/Wycar
 - Repositioning of speed limit towards the BASA complex and improvement of footpath/cycleway access
 - Introduction of pedestrian crossing in Aiskew and reconsideration of mini roundabout at Sandhills Lane/A684 junction
 - Repositioning of speed restriction sign on Masham Road near Mowbray Special School
- 4.17 The introduction of another pedestrian crossing facility at North End, in the vicinity of Bedale Hall and the Tourist Information Centre, may also enable better access.
- 4.18 Bedale Health Clinic is considered to be substandard in terms of building size and fabric, requiring repair and expansion to better accommodate clinical services.
- 4.19 The area lacks cycle-ways and bridleways. In particular there is an issue over pedestrian/cycle access between Aiskew/ Bedale and the BASA facility on the outskirts of Bedale (previously referred to).
- 4.20 Investment in new residential development has not been matched by investment in community infrastructure. Primary school rolls are at capacity; the doctors' surgery has perceived unduly long lead times for appointments; not enough dental services in the area; policing standards diminishing at local level (low level of community policing links) and the planned new police station is not seen as an asset because of its 'backwater' location.
- 4.21 The lack of a cultural centre facility is considered to be an issue. The logical opportunity would be the former cinema to the rear of 29-31 Market Place although it is understood there are ownership and access issues attached. This could be utilised as a music and arts venue, developing a currently derelict building and providing an additional community space.
- 4.22 There is a need for more starter homes. Housing is perceived as being too expensive for first time buyers particularly in the hinterland villages. There is plenty of housing for the elderly but not much for single persons or young people with families. Upper floors may be suitable for housing use, funding could be sought from Countryside Agency; Housing Associations could be encouraged to undertake pilot schemes.
- 4.23 No face-to-face services are provided by Hambleton District Council in the Bedale area but there are some on-line services, with others being developed. This has led to a feeling of abandonment, especially amongst older residents.

Youth

- 4.24 There is a recognition amongst the community that with a small market town and surrounding villages there will only be a comparatively limited provision of youth facilities. However, the rapid increase in population has not been matched by new social and recreational facilities for young people. Community Education policies now stress the need for more resources to be directed towards disadvantaged young people.
- 4.25 Existing activities are provided by junior sports organisations, scout and guide groups, a school based youth centre and some village youth groups. There are some groups of young people who are not attracted to traditional youth activities. A centrally based youth café project has been identified as a priority for the town and a skateboard facility would be a welcome addition to existing provision. Nuisance caused by skateboarding on some of the new housing estates is a growing problem.
- 4.26 There is a perceived problem of unruly behaviour by a minority of young people in Bedale town centre. Older residents have felt intimidated by the presence of young people. Under-age drinking is seen to be a social issue which needs addressing by the Police, parents, publicans and community education.
- 4.27 Sub-standard facilities need to be improved for both Bedale Junior Football Club and Bedale Scouts and Guides. There is a leisure centre which includes a swimming pool but this facility would be greatly enhanced by the inclusion of an outdoor floodlit facility which would give further recreational opportunities for young people.
- 4.28 There is a significant issue surrounding the provision and content of public open space and play areas in Bedale and Aiskew. The amount and location of open space is less than standards set by the National Playing Fields Association. The 'Six Acre Standard' sets standards for Local Play Areas (1 minute walking time); Local Equipped Area for Play (5 minutes walk) and Neighbourhood Equipped Area for Play (15 minutes walking time) and much of Aiskew and Bedale does not achieve this. Equipped play areas have been closed for safety reasons and at the time of writing it is understood only the Bedale Park facility is to be renovated. New insurance requirements from ROSPA are impacting on play areas. Sandhill Lane's Park, Aiskew needs new goalposts and Lambs Field, Bedale needs changing facilities. There are no skateboard facilities in the area.
- 4.29 Lack of transport is a formidable barrier to the participation of young people in leisure-time activities. Many young people in the surrounding rural area have no or limited transport to Bedale especially during the evening and weekends. Daytime public transport has improved but there are still gaps in provision. There is a limited additional service provided by Bedale Community Education but this needs to be expanded.

Tourism, Business, Employment, Retail & Town Centre

- 4.30 Improvement to the market required e.g. farmers market might generate increased support and there is need to make weekend visitors and tourists aware that Bedale does hold a weekly market. There are a number of empty shops within the Town Centre – some of which have been vacant for more than 2 years.
- 4.31 Only Bedale's Tourist Information Centre (TIC) holds any promotional material about the town and its hinterland. This material is generated by the TIC staff as "low cost" printed material. The TIC is seasonal and time constrained due to its' volunteer operated structure. The year round TIC facility at Leeming Bar does not carry any specific Bedale promotional facility.
- 4.32 The area lacks promotion not only in material but also in signage (not even a "Bedale Historic Market Town" sign) and in its involvement in tourism marketing. Although perceived and often styled as a gateway to the Yorkshire Dales, Bedale is not a member of the Yorkshire Dales Joint Marketing Initiative and therefore is excluded from this significant programme.
- 4.33 The number and quality of cafés within Bedale is limited and could be better tailored to cater for tourists and visitors. At present not all cafés and other shops open on Sundays, this is one of the main visitor days and hence, Bedale may be losing out to other towns which do 'open' on Sundays. Promote pilot for Sunday opening during summer to capitalise on tourism trade in conjunction with improved tourism information between local towns and villages.
- 4.34 There are few tourist attractions in Bedale and for those that do exist there is low awareness. Potential exists to create at least a town trail incorporating assets such as the Leech House; Ice House; Bedale Beck and "harbour"; the Georgian conservation area; Aiskew Watermill and walks into the surrounding countryside. Bedale could capitalise on its geographic position relative to The Dales – particularly with a stronger catering offer.
- 4.35 Although the TIC is modern and well equipped, it is poorly signed, does not have a visible entrance to the Market Place and has no associated dedicated parking. It is seen as being peripherally located. Extension of its opening times could be achieved through the relocation of the Town Council Officer's office from Bedale Hall to the TIC.
- 4.36 The current approach to tourism does not recognise the all-year round market for short breaks. There should be more facilities open on Sundays, a time when short break and day visitors are about. This is set against a background of declining visitor numbers to the area – these have reduced by over forty percent over the past ten years (Source : Bedale TIC statistics). There is a lack of tourist accommodation within Bedale, particularly a good hotel. This lack of accommodation could limit future expansion of tourism.

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- 4.37 The attractive Georgian theme of the Bedale town centre is currently marred by poor environmental standards. In part this relates to empty dilapidated retail property and particularly the condition and lack of use of 29-31 Market Place (the former Town Hall) and the property to the rear. This building attracted the most number of comments during the consultation process. There is an issue about the lack of willingness by Hambleton Council to exercise statutory powers to resolve the problem. The Council can take action, as Harrogate has done in Knaresborough but it requires political will. The Heritage Economic Regeneration Scheme (HERS) opportunity must be fully grasped. However we note, as the study period concluded, the property has now been acquired and is subject of a planning application.
- 4.38 Buildings of historical interest located within the town, Bedale Hall, St. Gregory's Church, the former Bedale Town Hall, the Market Cross need to be protected and maintained as they are important features of the Bedale Townscape and add to the overall charm of the town. These buildings may also act as visitor attractions and therefore need to be preserved.
- 4.39 The path adjacent to Bedale Beck has had some work carried out on it; overhanging trees pruned and weeds removed, but there is still room for further improvement and will need to be maintained. Further cleaning and tidying of the Beckside walk is required and this needs to be continued to ensure it remains an asset; it requires dredging to remove existing rubbish and needs to be monitored to ensure there is no further build up of rubbish. Local schools could be encouraged to become involved with environmental improvement projects. Opportunities for walking could be improved by creating footpaths to connect more of the villages in the area.
- 4.40 Bedale town centre requires better street furniture and lighting that reflects its market town character. There should be more seating. Additional planting could help to create a more attractive environment and Bedale could be encouraged to enter 'Britain in Bloom' or similar competitions. Villages within the hinterland could be encouraged to take part in 'Best Kept Village' competitions.
- 4.41 Co-ordination at Town Council / Parish Council level could help further promote civic pride. The Bedale 750 celebration enhanced civic pride but as this event was a one off there is clearly a need to capitalise on this type of community collaboration for the future prosperity of the community and town.
- 4.42 A town centre enhancement strategy will outline the feasibility of streetscape works, with technical guidance included. This could ensure that a uniform quality is supported which will attract shoppers and visitors to the area.
- 4.43 Insufficient resources are being allocated for street cleaning services, especially after market day.
- 4.44 It is too early to judge the impact of the new Nisa supermarket but retail provision must be addressed in terms of widening the range of services available. This issue is complicated by the

fact that retail floor space vacancy rates have increased in recent years and indeed very recently retail properties on Emgate have been returned to residential use.

- 4.45 Local employment opportunities are concentrated in manufacturing, production and distribution. No local office sector exists and no accommodation is available although this would fit with Bedale's environment and generate additional spend in the town centre during weekdays. Is it possible to identify a potential location for a small "office village" in proximity to the town centre?
- 4.46 Leeming Bar Industrial Estate is perceived to be difficult to access for those without cars. Despite good service to Northallerton, buses do not go directly into the Industrial Estate. Also many of the jobs are seen as reflecting a low wage economy. From the employers' point of view they have to recruit, and in some instances bus in, labour from a considerable distance e.g. Darlington and Teesside. In the long term this is unlikely to be sustainable.
- 4.47 More needs to be done to develop links between schools, industry and the business support agencies to address the skills mismatch. Despite low levels of unemployment the vast majority of jobs available seem to be low paid "blue collar" or similar. There are few opportunities for "white collar" businesses in the area, which might reduce commuting patterns by local residents.
- 4.48 There are limited higher education opportunities in Bedale. There are a wide range of both vocational and non-vocational courses available at Askham Bryan College and Bedale Community Education. Further education opportunities are available at Darlington College and Northallerton College. Lack of local employment and appropriate educational training coupled with the high cost of housing has led to many younger members of the community leaving the area.
- 4.49 There is a lack of small to medium sized business units. There may be some opportunity to develop small units to the rear of the Market Place, whilst the north-east of Bedale could be developed for other employment sectors in light industry, medium technology or the creation of a small office 'village' development.

5.0 FUNDING & INITIATIVES

5.1 In order to give some context to the role and remit of the Action Plan, it is helpful to outline what regeneration schemes, initiatives and projects are underway, what they are seeking to achieve and their emphasis and geographic coverage.

Objective 3 – ESF

5.2 The European Social Fund (ESF) is one of four main structural funds set up to help reduce differences in living standards between the regions of the European Union (EU), by:

- Reducing unemployment
- Improving and developing the skills of employed people;
- Investing in industrial or rural areas which are in decline; and
- Investing in areas with low economic development.

5.3 The ESF is the main source of finance that the EU uses to help create and protect jobs.

Objective 3 of the European Social Fund programme in the UK aims to:

- Tackle long-term unemployment;
- Help young people and those at risk from not being able to find work;
- Improve training, education and counselling for lifelong learning;
- Encourage entrepreneurship and adaptability in the workplace; and
- Promote equal opportunities and improve the role of women in the workplace.

5.4 ESF Objective 3 is available as a funding source across the whole of the Action Plan geographic area.

5.5 The money is used to give financial support towards the running costs of projects run by a variety of organisations. These projects can include those for training, employment, education, research and childcare.

5.6 ESF will usually support projects for no more than 24 months, although there is discretionary capacity for approval to support projects for a further twelve months.

5.7 To be successful a project will at least need to:

- Add value (in other words, would not take place or would be less effective without ESF support);
- Give good value for money;
- Contribute to meeting the ESF Objectives or Community Initiative (and therefore, the National Action Plan for Employment);

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- Meet the more specific targets and requirements of the Yorkshire and the Humber Regional Development Plan, Single Programming Document or Operational Plan.

5.8 The ESF scheme is now run by the North Yorkshire Learning and Skills Council. As they have already matched the funds, groups should not need to find additional funding for projects that meet the criteria.

Regional Economic Strategy– Developing Opportunities for a Rural County prepared by Yorkshire Forward

The Regional Economic Strategy encompasses a number of objectives which guide regeneration in the Region. Extracts of these objectives, which are of relevance to the Action Plan, are detailed below:

Objective A – To grow the region’s businesses

To improve the competitiveness of the region and contribute to the regions wealth.

Objective B – To achieve higher business birth and survival rates

By improving the competitiveness and life span of new businesses.

Objective C – To attract and retain more investment

By improving the regions marketing and giving investors what they want.

Objective D – To radically improve the development and application of education, learning and skills

Specifically providing high quality vocational skills.

Objective E – To implement targeted community-based regeneration programmes

By improving the standard of living of the region’s most deprived, ethnic, young and excluded urban and rural communities.

Objective F – To get the best out of the region’s physical assets and conserve and enhance its environmental assets.

Objective E is targeted in the Sub-Regional Action Plan specifically as the regeneration of Market Towns that are not identified elsewhere as part of the Market Towns Initiative. Yorkshire Forward is committed to assisting Market Towns through the ‘single pot’.

The Bedale and Aiskew Action Plan has been funded through the Yorkshire Forward Central Fund, which was set up to deliver projects outside of the Rural Priority Areas.

Single Regeneration Budget

- 5.9 The County wide SRB 6 Scheme 'Developing Opportunities For A Rural County' has been specifically designed to aid fulfilment of the Yorkshire Forward's Regional Economic Strategy Objectives. This is an unusual programme in its combination of support to agriculture and its establishment of a strategy for Community Economic Development. The CED programme seeks to draw on all funding streams, with SRB as the gap funder.

The SRB vision states:

"The SRB Partners want there to be a prosperous environment for everyone in North Yorkshire; with all residents having the opportunity to shape their future through individual, local involvement and the sharing of everyone's experiences and knowledge; and there being capacity for sustained, long term economic and community development."

The SRB mission states:

"The SRB Partnership will support the communities of North Yorkshire to prepare individual 10 year Community Investment Prospectus' (CIPs). The SRB Partners will support the work undertaken by community groups to prepare plans for investment in their communities – as sustainable, prosperous and inclusive places to live and work. The SRB Partners will utilise SRB funding from Yorkshire Forward to pump prime the delivery of pilot projects based on identified need within communities in North Yorkshire."

- 5.10 The Regional Economic Strategy (RES) and the "Economic Regeneration – the Framework for Action in North Yorkshire" document have formed the basis for the development of two Strategic Objectives for the SRB Programme which sub-regional action plans will be based upon. The Framework has been developed by North Yorkshire Economic Development Forum and will be central for the county's economic development.

- 5.11 The Strategic Objectives relate to the CED and Agricultural Partnerships, and support and promote the attainment of the RES Objectives. The Strategic Objectives are:

- Strategic Objective 1 – Achieving Economic Regeneration
by creating balanced viable communities, maximising opportunities for individuals ensuring economic prosperity, ensuring environmental sustainability and adopting a holistic approach.

Detailed action to achieve this objective will be formulated by the CIPs. The second Delivery Plan will look to provide a greater focus with detailed targets and monitoring.

- Strategic Objective 2 – Achieving Competitive Businesses
by understanding business needs, providing advice and information for businesses and creating a broader business base.

Delivery of the Regional Economic Strategy

The design of the North Yorkshire SRB Programme has been inline with the Objectives of Yorkshire Forward's Regional Economic Strategy to aid its implementation. The North Yorkshire SRB Objective are as follows:

- **Objective 1 – To grow the region's businesses**
SRB Agricultural Small Business Service (SBS) will encourage and enable collaboration between agricultural businesses to address problems in an attempt to provide solid foundations for a greater and more varied growth of the sector.
- **Objective 2 – To achieve a higher business birth rate**
To support agricultural enterprise and diversification. Will support capacity building and actions in Market Towns to provide suitable conditions for new business development.
- **Objective 3 – To attract and retain more investment**
This will be achieved within the Sub Region through the SRB's agricultural marketing, diversification, Market Town strategy and training to increase skill base.
- **Objective 4 – To radically improve the development and application of education, learning and skills**
The Community Economic Development (CED) Programme particularly focuses on training and identifies that it is inherent for long term development. Examples of training schemes are; returning to labour force, key skills, e-commerce.
- **Objective 5 – To implement targeted community-based regeneration programmes**
This objective will be delivered by integration of all activities in the whole CED/agricultural framework.
- **Objective 6 – To get the best out of the region's physical and cultural assets and conserve and enhance its environmental assets**
Sustainable development is a key overall objective within the SRB Programme, it is envisaged that many of the proposals in the various schemes will assist in achieving sustainability.

Vital Villages

- 5.12 The Countryside Agency is offering grant support and advice to help consult members of communities about the issues that affect them and to enable the development of solutions that suit individual communities under the Vital Villages Initiative.

Available Funding

- **Parish Plans** – will help work out the main issues affecting a community. The plan provides a framework to produce an action plan based on the local social, economic and environmental issues of the area. Yorkshire Rural Community Council fieldworkers will help to organise groups to plan the phases of the project. Only Town or Parish Councils may apply. Grants of up to £5,000 are available to meet 75% of the cost of preparing the plan; 25% must be met locally, of which 5% must be in cash.
- **Community Service Grant** – supports projects that improve or introduce new services, such as setting up a new mobile service to visit villages, establishing a childcare scheme and providing help for a village shop. Grants will be up to 50% towards total costs to commercial organisations and up to 75% for voluntary/community groups. Minimum grant is £500 with a maximum of £25,000.
- **Parish Transport Grant** – can support small-scale transport projects like taxis, buses, car share schemes and moped pools for community use. The scheme can provide a grant of up to £10,000 per parish. Parishes can join together to assemble a larger collective pot. The grant can fund up to 75% of project costs.
- **Rural Transport Partnerships** – supports and plans larger transport projects such as minibus brokerage schemes, and can join up public, private and community transport services to benefit local people.

Bedale Heritage Economic Regeneration Scheme

- 5.13 An Implementation Programme has been submitted to English Heritage in respect of the town centre core of Bedale; this sets out how the scheme works and sets out a programme of work, with clear targets for the repair of specified buildings.

As part of the Implementation Programme, the following are detailed:

- ***Conservation Area Assessment.***
- Conservation Policies. Backed with a statement setting out the resources committed to effective development control.
- Audit of building fabric. Includes vacancy rates and opportunities for enhancement of the area.

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- Sources of Funding. Local authorities to contribute. Other external funding can be counted as match funding if it is available for eligible work.
 - Monitoring. 6 monthly review of progress, monitoring of regeneration outputs. Before and after slides/photos of repaired buildings. An exit strategy with a final report to be submitted within one year of the end of the scheme, to include an analysis of the schemes benefits and the targets missed, hit or exceeded.
 - Programme and Resources. A strategy will link through a programme of targeted repairs of individual buildings. Priority will be given to:
 - Building repair
 - Reinstatement of architectural features
 - Environmental enhancement

English Heritage has earmarked £20,000 for the first year, providing other partners provide matching contribution. At present contributions totalling a further £16,700 have been made by Hambleton District and North Yorkshire County Councils.

Lottery

- 5.14 There are 5 distributors of lottery funding. These are the Heritage Lottery Fund, the Community Fund, the New Opportunities Fund, Sport England and the Arts Council.
- 5.15 Funding is available largely on an application basis, other than where initiatives are supported on a geographical basis, such as Townscape Heritage Initiative, which is not available here.

Arts Council

- 5.16 The Arts Capital Programme is the most likely source of assistance under this programme, providing support for arts based buildings and equipment.

Sport England

- 5.17 Sport England run three main programmes:
- Community Capital Programme – which supports the most deprived areas
 - Community Revenue Programme – which could provide funding for projects that have been identified
 - Playing Fields and Community Green Spaces – to assist in communities in accessing play areas and playing fields

Landfill Tax Credits

- 5.18 As a consequence of the ongoing landfill sit at West Tanfield, Yorventure can provide landfill tax credits funding support for appropriate schemes within all of the Bedale, Aiskew CIP area. Matched funding (or even 100 percent funding) of up to £15,000 - £20,000 can be accessed for individual projects. Monies must be spent within 12 months of scheme approval.

Funding is available for community based, not for profit projects accessible to the public. Appropriate projects include:

Village environmental improvements

Village halls' renovation/refurbishment/expansion

Children play areas (providing they are not a condition of a planning permission)

Woodland planting

Funding applications are considered on a quarterly basis. The next bidding round requires submissions by mid-September 2002 for consideration in October.

6.0 THE ACTION PLAN

Aims and Objectives of the Action Plan

6.1 The healthcheck has identified the economic, environmental, transport and accessibility, and social strengths and weaknesses of the settlements and the surrounding hinterland areas. Extensive consultation and research has revealed key issues and the potential to address issues and opportunities. A summary of the healthcheck is outlined in Section 2.

6.2 The Action Plan is a tool in achieving the vision as identified through the healthcheck process for the Partnership.

6.3 The Action Plan will:

- o Market the town;
- o Disseminate information to local people, organisations and visitors;
- o Attract funding and support;
- o Set out the aims, objectives and actions of the partnership;
- o Coordinate specific actions, and feed into other existing or proposed ventures; and
- o Provide a detailed framework for monitoring and review by funding bodies, ensuring that assistance is being targeted to meet the strategic objectives. ¹

¹ - Market Towns Healthcheck Handbook, The Countryside Agency, January 2002.

6.4 The Action Plan is a useful tool to identify projects and aspirations in the Bedale and Aiskew area, however, it will also be used to influence other bodies and resources in the area and to influence and feed into the Hambleton Community Plan, and the Local Strategic Partnership to improve the lives of local people.

6.5 As Parish Plans develop in the hinterland area information can be fed into the Plan. The Action Plan should be a flexible document, which evolves as issues and priorities develop.

6.6 The Action Plan has evolved from the results of the Healthcheck identified through consultations and information gathering.

6.7 The priorities for the Partnership have been to:

- Define a vision and objectives from which projects and activities can develop;
- Identify projects which respond to need as identified in the Healthcheck;
- To identify a structure with priorities which will enable other projects to come forward as the Plan progresses.

6.8 The potential projects that have come forward have been prioritised to reflect need and opportunity. Some projects are already in the development stage but require additional sources of funding to progress to their full potential. Other projects are responding to need in instances where upgrading is necessary to avoid a further deterioration of facilities or services which would otherwise result in increased rural isolation.

6.9 Indicative costs have been identified and prioritised. Each project will have to be assessed on a bespoke basis, ensuring each is in line with the overall objectives and vision of the Action Plan and represents value for money.

The Way Ahead

6.10 The actions and projects must meet the following criteria:

- Related to the overall vision of the plan;
- Linked to the needs and opportunities drawn out from the baseline work;
- Builds on the needs and opportunities outlined during the development of the Hambleton District Community Plan;
- Combine to deliver holistic regeneration;
- Seek to deliver short and long term gains;
- Be deliverable in terms of site availability and ownership; and
- Leverage funding from private and public sector sources where required.

6.11 The projects included within the Plan are at a formative stage of development and as such the details included here reflect this. The tables below outline the prioritised projects as identified by the relevant focus groups. Figure 3 summarises the key projects.

Bedale CIP Tourism, Business Employment, Town Centre Focus Group and Youth Focus Group Priorities

TOURISM		TIMING : SHORT 0-1 YRS MEDIUM 1-3 YRS LONG 3 > YRS		
PRIORITY	PROJECT DETAIL	POTENTIAL FUNDING SOURCES	COST/FUNDING	KEY
1 st	Signage on the A1 with continuity signs and symbols through to local attractions in the area	NYCC Highways Yorkshire Forward	£31,000	SHORT TERM
2 nd	Inclusion of Bedale in the Yorkshire Dales Joint Marketing Initiative -	Hambleton District Council Bedale Town Council Bedale Chamber of Trade	£2,500 – Year 1 £1,500 pa Year 2 onwards	SHORT TERM
3 rd	Wensleydale Railway – opening of Bedale Station -	Hambleton District Council Private Sector NYCC Yorkshire Forward	£---	MEDIUM TERM
4 th	TIC – moving from present position to a more prominent one within the Market Place -	Hambleton District Council	£2,000	SHORT TERM
5 th	Professionally produced information leaflets of Bedale -	NY SRB 6 Yorkshire Forward Bedale Town Council Bedale Chamber of Trade Private Sector Sponsorship	£3,000	SHORT TERM
6 th	Set up a town trail – with footpath walks etc -	Bedale Town Council Aiskew Parish Council Hambleton DC Yorkshire Forward	£1,000	SHORT TERM
7 th	Establish a good website –	Bedale Town Council Aiskew Parish Council NY SRB 6 Private Sector	£2,000	SHORT TERM

ENVIRONMENTAL

PRIORITY	PROJECT DETAIL	POTENTIAL FUNDING SOURCES	COST/FUNDING	KEY
1 st	<p>Bedale HERS (Heritage Economic Regeneration Scheme) The HERS scheme is a priority in its own right. Match funding is in place, £20,000 from English Heritage, £10,000 from NYCC and £6,300 from HDC each year over the next 3 years. £3,700 each year over the next 3 years needs to be raised to make the scheme complete. Funding sources will need to be identified to achieve total HERS funding of £120,000 over 3 year period.</p> <ul style="list-style-type: none"> • Upgrading of 'Ginnells' from car park to market place • Enhancement of shop fronts – in conjunction with Bedale HERS - 	<p>HERS Yorkshire Forward NYCC Hambleton DC Yorventure</p> <p>Yorkshire Forward Private Sector NY SRB6</p>	<p>£40,000 pa funding available for 3 years. £3,700 required each year for 3 years</p>	<p>SHORT/MEDIUM TERM</p> <p>SHORT/MEDIUM TERM</p>
2 nd	Building of by-pass	NYCC	£---	LONG TERM
3 rd	Upgrading of street furniture (including bus shelter)	Hambleton DC Yorkshire Forward NY SRB 6 Countryside Agency	£25,000	MEDIUM TERM
4 th	Bedale Beck – Drainage works, replanting and footpath repairs including Bedale District Heritage Trust Leech	Yorkshire Forward Yorventure Hambleton DC	£50,000	MEDIUM TERM

ENVIRONMENTAL

PRIORITY	PROJECT DETAIL	POTENTIAL FUNDING SOURCES	COST/FUNDING	KEY
	House Project -	Bedale Town Council		
5 th	Marking out of coach bays -	Hambleton DC Bedale Town Council NYCC	£500	SHORT TERM
6 th	Appointment of Town Centre Manager (part-time) -	Hambleton DC Yorkshire Forward Bedale Town Council	£15,000 pa	SHORT TERM

TRANSPORT & ACCESSIBILITY				
PRIORITY	PROJECT DETAIL	POTENTIAL FUNDING SOURCES	COST/FUNDING	KEY
1 st	Traffic calming introduction to Firby / Masham Road junction suggestion 20mph speed limit due to school children crossing, safety / refuse islands at Firby Road / Masham Road, North End by Bedale Hall and Millings also in South End. Better signage, road markings on all approaches to the Town to help reduce traffic speeds. Pelican crossing at Taylors end of the Market Place or trial period of traffic lights on the Bridge Street, Sussex Street, Market Place and South End junction.	NYCC Highways Hambleton DC commuted sum	£60,000	MEDIUM TERM
2 nd	Car parking to North End marked out to maximise car parking availability, better enforcement of the disc zone parking in the rest of the town, reduce all day parking in South End by introducing residents parking zone areas.	Hambleton DC	£,5,000	SHORT TERM
3 rd	Investment needed in community services has not been linked to the amount of new housing development. Primary school roll at capacity, doctor's surgery long lead times for appointments, not enough dental services.	Hambleton & Richmondshire Primary Care Trust NYCC Education NHS	Lobby Local Strategic Partnership/ Reflect in Community Plan	MEDIUM/LONG TERM
4 th	Improve pedestrian route from car parks to Market Place by better lighting, re-surfacing and improved cleanliness.	(See "Environmental" Priority 1.)		SHORT/MEDIUM TERM

TRANSPORT & ACCESSIBILITY				
PRIORITY	PROJECT DETAIL	POTENTIAL FUNDING SOURCES	COST/FUNDING	KEY
5 th	New premises for Bedale Museum, mini bus garaging and changing room facilities for Bedale Hall Park.	Countryside Agency Bedale Town Council Hambleton DC Museums Football Foundation Arts Council	£250,000	SHORT/MEDIUM TERM
6 th	Introduce a bypass to Bedale and Leeming Bar, this may have both negative and positive implications for Bedale.	(see Environmental Priority 3)		LONG TERM
7 th	Bus shelter with seating for the main stop in Bedale Market Place	(see Environmental Priority 4)		MEDIUM TERM
8 th	CCTV to the Market Place, car parks, Church and Bedale Hall Park area	Hambleton DC Community Safety Partnership Yorkshire Forward Private Sector	£80,000 capital £10,000 revenue	MEDIUM/LONG TERM
9 th	Policing needs to have high community profile and new Police Station needs to be seen as a Community asset.	NYCC Police Community Safety Partnership	Lobbying Issue	MEDIUM TERM
10 th	Cycle links both through the town from surrounding villages including Aiskew and to BASA sports ground and links to National Cycle Network.	SUSTRANS NYCC Hambleton DC Town & Parish Councils Yorkshire Forward	?	MEDIUM TERM
11 th	Lobby for the improvements to the premises of the Health Centre to the PCT and improved services for the residents of Bedale	CIP Partnership		SHORT/MEDIUM TERM

TRANSPORT & ACCESSIBILITY				
PRIORITY	PROJECT DETAIL	POTENTIAL FUNDING SOURCES	COST/FUNDING	KEY
12 th	The introduction of a rail link to Northallerton to connect with main line trains with access at Bedale Station. Concerns were expressed regarding parking at Leeming Bar Station area as not being adequate.	(see Tourism – Priority 3)		SHORT TERM
13 th	Some of the surrounding villages are poorly served by bus services, Well being one village in case, undertake some research to identify the gaps and suggest solutions such as Dial-a-Ride service.	Countryside Agency Private Sector CVS	£2,000	SHORT TERM
14 th	Improve signage within Bedale to direct visitors to main attractions and services.	(linked to Tourism-Priority 1 and Environmental – Priority 4)		SHORT/MEDIUM TERM
15 th	Expansion and improvement to Bedale Mini-bus and social car scheme to maintain both existing service and new services to surrounding settlements	Voluntary Sector Countryside Agency Yorkshire Forward	£15,000 over 3 years	MEDIUM TERM
16 th	Scruton Village Hall refurbishment	Local fund raising - £30,000 Yorventure Countryside Agency Hambleton DC Scruton PC NYCC Lottery	£300,000	MEDIUM TERM

YOUTH				
PRIORITY	PROJECT DETAIL	POTENTIAL FUNDING SOURCES	COST/FUNDING	KEY
1 ST	Bedale Youth Café Project	Bedale Community Education Yorkshire Forward	Additional funds of £17,000 over 3 years required	SHORT TERM
2 nd =	Bedale Junior Football Club development	Lottery (Football Foundation) Private Sector Yorventure Hambleton DC	£500,000	SHORT/LONG TERM
2 nd =	Bedale High School All Weather Floodlit pitch	Private Sector Bedale High School NYCC Hambleton DC New Opportunities Fund Local Trusts	£610,000 Additional funds of £40,000 required	MEDIUM TERM
2 nd =	Bedale Scouts and Guides new headquarters	Lottery Bedale Scouts & Guides	£250,000	SHORT/MEDIUM TERM
5 th	Development of further playground equipment and improvements in the surrounding villages and development of a skateboard park in Bedale.	Hambleton DC Bedale Recreational Association Bedale Community Education Yorventure Bedale Town Council Aiskew Parish Council Yorkshire Forward Other Parish Councils	Skatepark £25,000 Play areas £100,000	SHORT/LONG TERM
6 th	Further Development of transport for young people, particularly in the evenings. New opportunities for villages with no existing transport such as the Burneston and Exelby areas.	Bedale Community Education Countryside Agency	£15,000pa	SHORT/MEDIUM TERM

BUSINESS & RETAIL				
PRIORITY	PROJECT DETAIL	POTENTIAL FUNDING SOURCES	COST/FUNDING	KEY
1 st	Enhance and promote Bedale Market -	Yorkshire Forward Hambleton DC Bedale Chamber of Trade	£10,000	SHORT/MEDIUM TERM
2 nd	Redevelopment of buildings to rear of Bedale Hall into Business Park – Feasibility Study	Hambleton DC Yorkshire Forward Private Sector	£10,000	MEDIUM TERM
3 rd	Links with Leeming Bar Business Forum –	CIP Partnership	£---	SHORT TERM
4 th	Leeming Bar Industrial Estate extension -	Hambleton DC Yorkshire Forward	£1,600,000	SHORT/MEDIUM TERM

6.12 In the following table we have summarised all the projects in accordance with short, medium and long-term timescales.

SHORT TERM		
PROJECT	FOCUS GROUP	TOPIC PRIORITY
A1 Signage	Tourism	1
Yorkshire Dales Joint Marketing Initiative	Tourism	2
TIC Relocation	Tourism	4
Bedale Leaflets	Tourism	5
Town Trail	Tourism	6
Website	Tourism	7
Coach Bays Marking	Environmental	5
Town Centre Manager	Environmental	6
Link with Leeming Bar Business Forum	Business & Retail	3
Car Parking Alterations	Transport & Access	2
Youth Café	Youth	1
Public Bus Service	Transport & Access	13

SHORT/MEDIUM TERM		
PROJECT	FOCUS GROUP	TOPIC PRIORITY
Bedale Station opening	Tourism	3
Upgrade Bedale "ginnels"	Transport & Access	12
	Environmental	1
Enhance shop fronts	Transport & Access	4
Upgrade Bedale market	Environmental	1
Bedale Hall extensions	Business & Retail	1
Health Centre Improvements	Transport & Access	5
Improve Bedale Signage	Transport & Access	11
Scouts & Guides HQ	Transport & Access	14
Youth evening transport	Youth	2 =
Leeming Bar Industrial Estate extension	Youth	6
	Business & Retail	4

SHORT/LONG TERM		
PROJECT	FOCUS GROUP	TOPIC PRIORITY
Bedale Junior Football Club	Youth	2 =
Skateboard Park/playgrounds	Youth	5

MEDIUM TERM		
PROJECT	FOCUS GROUP	TOPIC PRIORITY
Street furniture upgrade	Environmental	3
Bedale Beck improvement	Environmental	4
High School All Weather Pitch	Youth	2 =
Bedale Business Park	Business & Retail	2
Traffic calming etc	Transport & Access	1
Improved street scene/pedestrian routes	Transport & Access	7
Improved Policing	Transport & Access	9
Improved cycle links	Transport & Access	10
Bedale Mini Bus	Transport & Access	15
Scruton Village Hall	Transport & Access	16

MEDIUM/LONG TERM		
PROJECT	FOCUS GROUP	TOPIC PRIORITY
Community services improvements	Transport & Access	3
CCTV installation	Transport & Access	8

LONG TERM		
PROJECT	FOCUS GROUP	TOPIC PRIORITY
Bedale bypass (A1 Link)	Environmental	2
	Transport & Access	6

7.0 ENSURING SUCCESS

- 7.1 As a consequence of ideas already emerging from partners within the Bedale, Aiskew CIP Partnership and the outcome of the extensive consultation process associated with preparation of the Action Plan, a substantial programme of possible projects has been drawn together. Through the establishing of three key thematic groups the Partnership has put in place organisations and individuals committed to trying to make things happen. Already actions are being taken to achieve successful resolution of some of the issues the research has highlighted.
- 7.2 This Action Plan reflects the concerns and aspirations of the many consultees, as well as detailed survey returns from a number of the parishes that are situated within the study areas. Those parishes yet to carry out their own surveys should not feel disenfranchised. They should be encouraged to carry on, understanding that the Action Plan covers a ten year period and as such is fluid, able to respond to new and/or additional needs or issues as they emerge and are reported.
- 7.3 It is also important to understand that in addition to providing a baseline position from which the CIP Partnership can take projects forward and concentrate energy on agreed priorities, this Action Plan can be used as a bidding document to generate necessary public sector monies from sources beyond North Yorkshire's SRB programme. For example the Action Plan should be submitted to Yorkshire Forward for consideration of Bedale's inclusion in the next round of Market Towns programme support. It will of course be necessary for any bids for the individual projects to be developed into detailed proposals, including business plans.
- 7.4 The commitment and enthusiasm from the local communities has been a feature of this project. Having engaged them in the consultation process it is important the CIP Partnership continues to keep residents, businesses and organisations informed of progress and achievements. The Partnership must maintain an "inclusive" approach to ensure the foundations now laid to address the area's problems reach a successful conclusion.